

DAFTAR PUSTAKA

- Chan, A., Suryadipura, D., & Novel, N. J. A. (2022). BRAND ELEMENT : EXPLORING THE EFFECT ON CITY BRANDING Article history : One of the basic techniques of tourist destination management is the creation and development of a “ brand ” (Kim and Lee , 2018). The concept of branding is used in the domains of. *International Journal of Professional Business Preview, August.*
- Choirul, D. (2022). *49 Persen Masyarakat Indonesia Suka Belanja Online, Peneliti: Paling Banyak Beli Pakaian.* IDXChannel. <https://www.idxchannel.com/economics/49-persen-masyarakat-indonesia-suka-belanja-online-peneliti-paling-banyak-beli-pakaian>
- Chowdhury, T. A., & Akter, T. (2018). Fashion attributes preferred by young Bangladeshi consumers while buying casual clothes: A multi-dimensional approach. *Journal of Fashion Marketing and Management*, 22(4), 540–556. <https://doi.org/10.1108/JFMM-02-2018-0018>
- Chun, N. (2020). Fashion Design Rediscovered: A Theory on Dressmaking Practice. *Design Journal*, 24(1), 97–114. <https://doi.org/10.1080/14606925.2020.1851426>
- Gitiyarko, V. (2021). *PSBB Hingga PPKM, Kebijakan Pemerintah Menekan Laju Penularan Covid-19.* Kompaspedia. <https://kompaspedia.kompas.id/baca/paparan-topik/psbb-hingga-ppkm-kebijakan-pemerintah-menekan-laju-penularan-covid-19>
- Hair, J. F. J., Black, W. C., Babin, B. J., Anderson, R. E., Black, W. C., & Anderson, R. E. (2019). *Multivariate Data Analysis*. <https://doi.org/10.1002/9781119409137.ch4>
- Irawati, N., & Prakoso, A. A. (2022). Strategi Manajemen Pemasaran Berbasis Fishbone Analysis Di Desa Wisata Kasongan Kabupaten Bantul Daerah Istimewa Yogyakarta. *Respati*, 17(1), 26. <https://doi.org/10.35842/jtir.v17i1.438>
- Kim, J. H. (2020). Luxury brands in the digital age: perceived quality and gender difference. *International Review of Retail, Distribution and Consumer Research*, 30(1), 68–85. <https://doi.org/10.1080/09593969.2019.1651379>
- Kotler, P., & Armstrong, G. (2017). Principles of Marketing, Seventeenth Edition. In *Pearson*.
- Kotler, P., Keller, K. L., Brady, M., Victor Goodman, M. R., & Hansen, T. (2019). Marketing management 4th European edition. In *Soldering & Surface Mount Technology* (Vol. 13, Issue 3).
- Kotler, P., Kevin, K., & Chernev, A. (2021). Marketing Management. In *Pearson* (Vol. 53, Issue 9).
- Kusá, A., & Urmínová, M. (2020). Communication as a Part of Identity of Sustainable Subjects in Fashion. *Journal of Risk and Financial Management*, 13(12), 305. <https://doi.org/10.3390/jrfm13120305>
- Le, T. Q., Kohda, Y., & Huynh, V. N. (2019). Using conjoint analysis to estimate customers’ preferences in the apparel industry. *2019 16th International Conference on Service Systems and Service Management, ICSSSM 2019*, 1–4. <https://doi.org/10.1109/ICSSSM.2019.8887668>
- Lee, H. R., Kim, J., & Ha, J. (2020). ‘Neo-Crosssexual’ fashion in contemporary

- men's suits. *Fashion and Textiles*, 7(1). <https://doi.org/10.1186/s40691-019-0192-2>
- Lee, H., Rothenberg, L., & Xu, Y. (2020). Young luxury fashion consumers' preferences in multi-channel environment. *International Journal of Retail and Distribution Management*, 48(3), 244–261. <https://doi.org/10.1108/IJRDM-11-2018-0253>
- Liang, Y., Rangineni, S., & Liu, C. (2022). Fashion or Function: Examining Consumers' Perceived Values of Mass-Customized Menswear via a Content Mining Approach. *International Journal of Business Analytics*, 9(6), 1–18. <https://doi.org/10.4018/IJBAN.313429>
- Malhotra, N. K., Nunan, D., & Birks, D. F. (2020). *Marketing Research: Applied Insight*.
- Martia, D. Y., Prasetya, B., Wahyuni, M., & Kartika, V. S. (2021). Marketing Network System Analysis of Relief Craft MSMEs. *Proceedings of the 2nd International Seminar of Science and Applied Technology (ISSAT 2021)*, 207(Issat), 703–708. <https://doi.org/10.2991/aer.k.211106.109>
- Niculescu, M. (2006). Strategic positioning in Romanian higher education. *Journal of Organizational Change Management*, 19(6), 725–737. <https://doi.org/10.1108/09534810610708378>
- Nurmayanti, W. P., Wulandya, S. A., & Rahim, A. (2021). *Multidimensional Scaling Analysis: An Application to Positioning Cosmetic Brands*.
- Purna Jati, R., & Yogatama, B. K. (2022). Awal Ramadhan, Penjualan Sandang Terus Meningkat Signifikan. *Kompas*. <https://www.kompas.id/baca/desk/2022/04/04/awal-ramadhan-aktivitas-penjualan-sandang-meningkat-signifikan>
- Rahman, O., Fung, B. C. M., & Chen, Z. (2020). Young Chinese consumers' choice between product-related and sustainable cues—the effects of gender differences and consumer innovativeness. *Sustainability (Switzerland)*, 12(9). <https://doi.org/10.3390/su12093818>
- Subramiam, R., Mohammed, M., Al, A., Saleh, S., & Shaqri, A. (2019). *Arabian Journal of Business and Multi-Dimensional Scaling and Brand Image Analysis of Select Consumer Durable Products Based on Consumer Perception in Wilayat of Nizwa , Sultanate of Oman*. 9(4).
- Sugiyono. (2016). Metode Penelitian Kuantitatif Kualitatif Dan R&D. In *Angewandte Chemie International Edition*, 6(11), 951–952.
- Wörfel, S. (2019). Brand-Awareness through Marketing on Instagram-An Instagram Marketing Strategy for ONIMOS Clothing. *International Business*, 62.